



Communicate the Change- Reading and Resource List

Compiled by Fig + Sass, January 2023

American Press Institute Intended for news outlets, this resource shares research and data as it relates to the news and technology usage of people in the United States. Includes a range of data related to audience trends in media and digital platform usage which can help you target your audiences. For example, a study on millennials news-

<https://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>

Brave New Words. This 2019 podcast takes listeners on a journey around the globe with Anat Shenker-Osorio as she unpacks real-world narrative shifts that led to real-world victories. From repealing a national ban on abortion in Ireland to beating back right-wing race baiting in Minnesota, Anat and her guests explore what made it possible to engage the base, persuade the middle, send the naysayers packing, and win. <https://bravenewwordspod.com/>

Broke. A website and report that are easy-to-use references for communicating accurately and justly about how the rich got rich and why the poor stay poor, as well as how to use the science of storytelling to advance economic justice for all. It is also an opportunity for the nonprofit sector to confront the harmful narratives it perpetuates and to do better.

<https://www.brokeproject.org/>

Heartwired. A joint project of Wonder: Strategies for Good and Goodwin Simon Strategic Research this strategy guide examines how change-makers have leveraged a deeper understanding of their target audiences to hasten a tipping point on pressing issues of the day.

<https://heartwiredforchange.com/strategy-guide/>

M+ R Benchmarks. An annual online report of key benchmark data related to communications, marketing and fundraising for nonprofits. <https://www.mrbenchmarks.com/>



Narrative Observatory. Harmony Labs' Narrative Observatory aims to solve some of the technical, definitional, and practical challenges bedeviling narrative and cultural strategy. The Narrative Observatory provides narrative and cultural strategists tools, along with industry-grade data infrastructure to understand audiences relative to their place in culture; to identify, measure, and track narratives within audiences over long time scales; and to surface audience-specific story opportunities and threats. <https://narrativeobservatory.org/>

Nonprofit Marketing Guide. Offers a blog, weekly e-newsletter, webinars and a 6-month certificate program for nonprofit communications staff.

Pew Research Center. Another non-partisan source for media and journalism data to help you target your audiences. <https://www.pewresearch.org/>